

Media Guide

GUERNSEY



Who we are

Part of the **All Island Media** Group, Bailiwick Express Guernsey offers its growing audience a **fresh, dynamic** and **professional** alternative to the Island's traditional media.

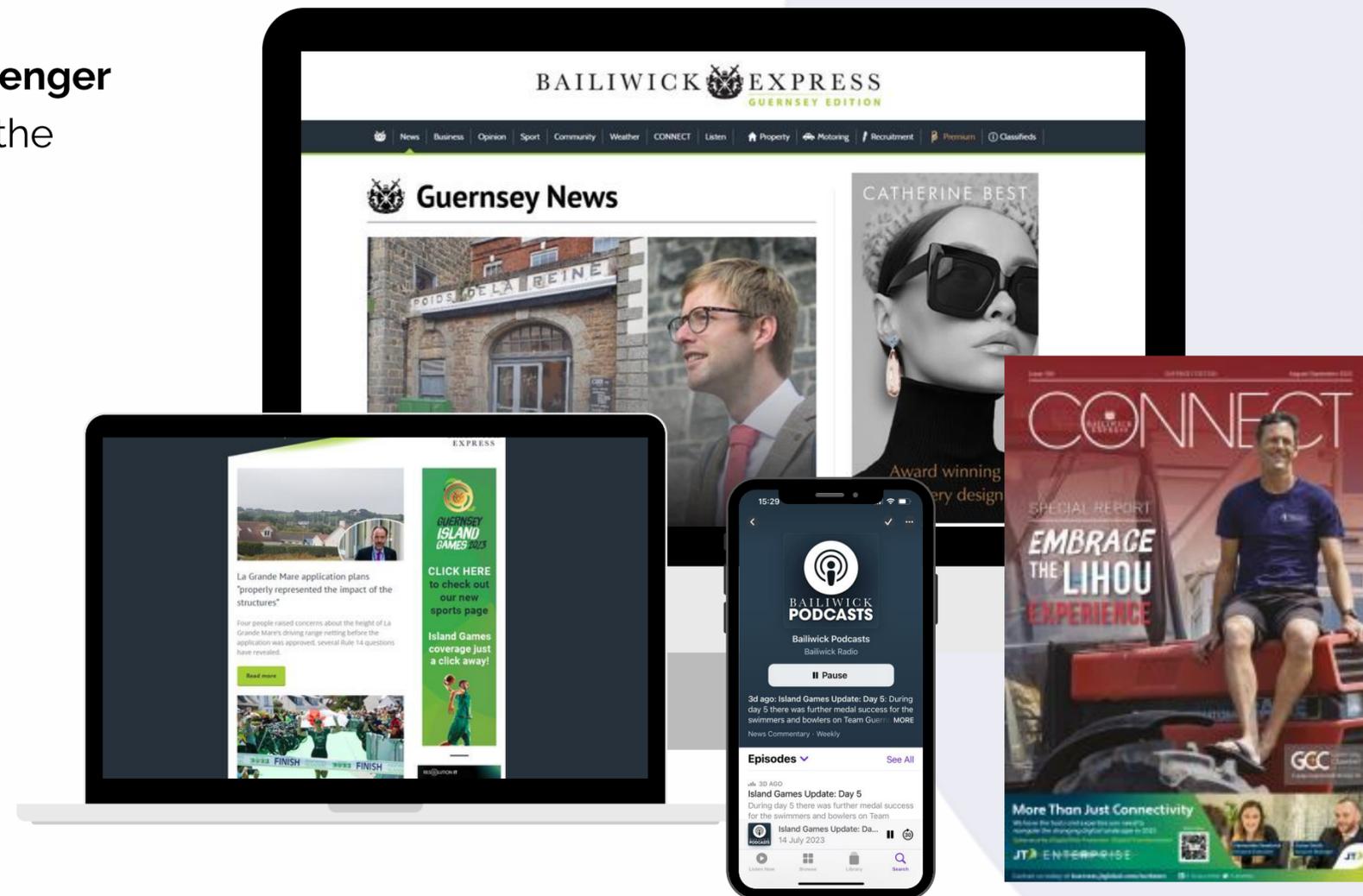
Our Guernsey portfolio includes the **Bailiwick Express website, Bailiwick email newsletter**, premium business magazine, **Connect, Bailiwick Radio** and **Bailiwick Podcasts**.

Across the portfolio, we reach an impressive **55%** of Islanders **every week***

Bailiwick Express Guernsey

Irreverent, provocative, **punchy**, pun-loving, **fun**, self-confident, **challenging**, and insightful while adhering to the highest editorial standards...

Bailiwick Express is a **young, challenger brand** and **leading** local media in the **digital** space.



Our audience

Bailiwick Express gives advertisers access to a relatively **young, high calibre** and **affluent** audience in Guernsey.

55%

Weekly adult reach

300,000+

Monthly BX site views

18,000+

Weekly email circulation

16,000+

Social followers

Age profile

17-34	26%
35-64	49%
65+	25%

51%

Professional or public sector

74%

Homeowners or rent privately

60%

Household income above £35K

Meet the team

Our superb team is here to **support** your **marketing goals** and strategy. We know what it takes to meet your objectives and get your message **seen**.

Your account manager is a **one stop shop** to all the products and services that All Island Media has to offer.



Fern Phaphirom
Business
Development
Manager



Gavin Cadwallader
Head of Advertising



Nick Mann
Senior Reporter



Laura Clayton
Connect Editor



Luke Heynes
Commercial Director

Our team is your team

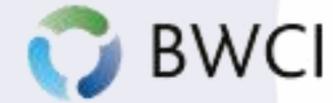
We have everything you need for **successful advertising!**

Our skilled team will ensure your campaign achieves the maximum response and the best **return on investment** possible.

We will work with you every step of the way, providing regular **response reporting** and honing your campaign to focus on what works best.



Tried and trusted by big brands



Channel Island reach

The All Island Media portfolio includes **market-leading** print and digital publications in Jersey which reach an incredible **73%** of Island adults every week*.

So, if you're looking for **cost-effective** pan-island advertising, talk to us!



Switch on to Bailiwick Express!



"**easy** to read"



"they tend to be **ahead** of the news"

"a breath of **fresh** air"



"News is reported **all day**"

Let's talk



01481 746040



advertising@allisland.media



Picquet House, GY1 1AF, Guernsey

